A Study on Antecedents Behind Consumer Behavioural Intention Towards Sustainable Fashion Products in Delhi

SHORT SYNOPSIS

Submitted in partial fulfillment of the requirement of the degree of

DOCTOR OF PHILOSOPHY

by

Mona Sharma
MRUMCDN012K210048

Under the supervision of

Dr. Yogita Sharma
(Professor)
Manav Rachna University

Co-supervision of

Dr. Priyanka Chadha
(Assistant Professor)
Amity Business School, Amity University

Department of Management and Commerce
School of Management and Commerce

MANAV RACHNA UNIVERSITY

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Date:**30.09.2023**

DECLARATION BY THE SCHOLAR

I hereby declare that the short synopsis entitled **"A Study on Antecedents Behind Consumer Behavioural Intention Towards Sustainable Fashion Products in Delhi"** being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in the **Department of Management and Commerce** under the **School of Management and Commerce** of Manav Rachna University, Faridabad during the academic year 2023-24.

It is the work that is expected to be carried out under the supervision of **Dr. Yogita Sharma** and co-supervision of **Dr. Priyanka Chadha.**

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Mona Sharma

Registration No: MRUMCDN012K210048

MANAV RACHNA UNIVERSITY

MANAV RACHNA UNIVERSITY
Sector-43, Aravali Hills, Faridabad

Date: **31.05.2023**

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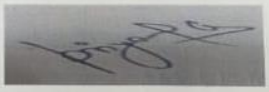
Dr. Yogita Sharma
Professor
Manav Rachna University



Dr. Priyanka Chadha, Co-Supervisor
Assistant Professor, Amity Business School, Amity university, Noida

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ABSTRACT

Our earth is under massive stress due to various hazardous activities which are under the process of production and consumption. Also, due to the current level of consumption has led to evolution of sustainability needs in our society. Therefore, the need of the hour is to promote sustainable fashion consumption by Indian consumers. After COVID-19 pandemic also, consumers are now more aware about the protection of our earth. Therefore, this study is based on exploring and examining the drivers behind the intention to adopt sustainable fashion products in context to Indian Consumers.

The research aims to identify the antecedents that have an influence on behavioral intention of consumers when using sustainable fashion products. Theory of Planned Behavior (TPB) is the base theory applied in our research. To achieve this goal, an empirical study is conducted using a survey of 500 sustainable product users in India. The study findings are expected to provide insights into policies, strategies, and methods of producing sustainable fashion products. This study adds to the literature on product adoption and usage behaviour and has practical implications for the sustainable fashion development companies in India. Several factors influence the adoption and intention to use sustainable products, including the product's perceived value, consumers' familiarity with the products and how much they are more conscious towards the environment. Users usually like to adopt and intend to use sustainable fashion product if they perceive it to be useful, if they believe it provides value, if the concerned about the environment and if they are familiar with product prevailing the market. By keeping in mind these factors that are important to users and addressing their concerns, sustainable fashion products developers can increase the likelihood of adoption and use. This can have significant implications for the sustainable industry especially in clothing and other eco-friendly products, as it can lead to increased revenues and better experiences for various companies, marketers, consumers, and society as well.

Keywords: Sustainable fashion Products, India, Behavioral Intention, TPB, Environmental Concern, Product Perceived Value, Consumer Familiarity, Direct Experience, Indirect Experience, Willingness to Pay premium Price.

CONTENTS

S. No.	Description	Page No.
1.	INTRODUCTION	1
2.	LITERATURE REVIEW	2-5
3.	DESCRIPTION OF BROAD AREA	6-8
4.	OBJECTIVES	9
5.	HYPOTHESIS	9-11
6.	RESEARCH MODEL	11-12
7.	RESEARCH DESIGN AND METHODOLOGY	12-14
8.	IMPLICATIONS	14-15
9.	REFERENCES	16-17

1. Introduction

1.1 Background of The Study

The Sustainable Development Goals (SDGs) were approved by the UN member states at the historic Sustainable Development Summit in 2015 as a means of moving towards sustainability. SDG 12 mentions responsible consumption and production, among other things, aiming to transform the current consumer behaviour pattern and structure into a more sustainable one. Target 12.8 of Goal 12 of the SDGs places particular emphasis on disseminating pertinent knowledge and raising awareness of sustainability and environmentally friendly lifestyles. Similar stated objectives for ensuring sustainable manufacturing are found in SDG 12. For instance, Target 12.6 speaks of "encouraging businesses, particularly large and multinational ones, to adopt sustainable business practises and to integrate sustainability information into their reporting cycles."

The fast fashion has resulted into many environmental issues (Claudio, 2007; Gam & Banning, 2011). Firstly, abundance of resources are required to produce fashion products. Secondly, efforts and care are required to use the fashion products. Thirdly, according to (Fletcher, 2008) fashion products such as bags, clothes, shoes, beauty products etc. release large amount of pollution when they are produced and also require large space to landfill the waste. A fast fashion concepts basically focuses on reducing the time gap between the production of fashion products and their consumption to follow the trends and fulfil the consumer needs and demands. But this fast fashion surely has resulted into more harmful practices towards the environment and social community (Birtwistle & Moore, 2007).

Because environmental activists and social have occasionally accused marketing of encouraging unsustainable consumption that results in uneven growth, marketers must show a sincere commitment to implementing actions that are in accordance with environmental concerns (Kahle and Gurel-Atay, 2013). Given that they are designed to be eco-friendly, superior to the environment, and safe for the environment, environmentally sustainable products could take on a religious significance in this emerging setting (Chan, 1998; D'Souza et al., 2007). Due to the underlying dependence of environmental concerns on appropriate behaviour of humans(Gardner and Stern, 2002) and (Baca-Motes et al., 2013), this issue is especially urgent. Consumers that care about the environment do display some of these behaviours when making purchases (Laroche et al., 2001), which is supported by their desire to protect the environment (Keegan et al., 1995). These behaviours give researchers and

marketers some crucial information. According to (Fraccasia and Giannoccaro, 2019), apparel industry is one of the most polluting industries or accessories such as bags, shoes etc. which results in the emission of chemicals into the environment (Pedersen and Gwozdz, 2014). This study shows a model which depicts the relationship of various drivers which led to the adoption of sustainable products in the market by the consumers.

The current research also outlines the importance of sustainability strategies and policies that marketers need to work on, so that we can have a society free from pollutants, plastics and hazardous substances. This study puts forward another model for the marketers which will help them in identifying the factors which led to the sustainable behavior of consumers.

This study will work on extend TPB theory model which includes factors such as environmental concern towards sustainable fashion products (EC), perceived value of a sustainable fashion product (PV) and consumer familiarity (CF) with the product. And then their impact will be shown on Behavioral Intention (BI) to use environmental sustainable products. Under BI, we have taken two constructs which are Purchase Intention (PI) and Willing to Pay Premium Price (WTPP) for the product.

Overall, the background of the study highlights the importance of investigating factors which motivates the consumers to buy sustainable products. The study's extended TPB Theory model and empirical methodology provide a systematic approach to understanding the factors that influence consumers' intention and behaviour when using m-tourism apps in the Indian context.

2. Review of Related Literature

The study did not include the papers which did not match the research area. Papers were screened on the basis on published literature related to keywords of our proposed title. Some literature reviewed that we used in our study are given below:

- **(Dangelico et al., 2022)** In the context of consumers in Italy, this paper investigated the motivations underlying the behavioural intention to buy sustainable fashion products. A study of 2694 Italian consumers was conducted. TPB theory was used in conjunction with additional variables including EC, PV, consumer product familiarity on (PI), and (WTPP). The findings showed that direct experience (DE) and indirect experiences (IE) differ depending on the eco-material used and the knowledge that the

consumers had regarding the existing product in the market, however PV and EC positively influence PI and WTPP.

- **(Testa et al., 2020)** According to this study, the researcher has reviewed 113 articles published from 2000 to 2018 which were majorly published in English language peer reviewed journals in the field of economics, management, environmental, biological, agriculture etc. The objective of this paper was the identification and categorisation of the primary driving forces behind green consumption through a comprehensive analysis of prior studies. The study's findings included the identification of seven types of factors that influence green consumption such as socio-demographic factors, behavioral factors, intra-personal values, product and producers related factors etc.

- **(Kumar et al., 2017)** This paper was related with the study of environmentally sustainable products. They have done an empirical study in their research work. They also framed a conceptual model in the study. The study focused on identifying the mediating effect of attitude between purchase intention and environmental knowledge towards environmental sustainable products. Theory used in the study to develop various insights was Theory of Planned Behavior. In the beginning, attitude served as a mediator between environmental awareness and purchase intent. Second, environmental knowledge moderated this mediation relationship. Thirdly, insignificant relationship was found between purchase intention and subjective norm.

- **(Alzubaidi et al., 2020)** In this article, main focus was to find out the drivers which affect the pro-environmental behaviors of consumers in Saudi Arabia. Empirical research was done on 613 consumers by using survey method. To test the model and hypothesis structural equation modelling (SEM) was used. The results demonstrated that consumers' inclinations to adopt direct- and indirect-PEBs are influenced by perceived consumer effectiveness, materialism, innovativeness, environmental concern. But social influence found less significant on purchase intention.
- **(Kostadinova, 2016)** This essay examines pertinent research on sustainable customer behaviour and explores the issue from a marketing perspective. perspective. This study attempts to establish the idea of sustainable consumer behaviour, as well as its theoretical and methodological underpinnings, and to outline the fundamental driving

forces behind sustainable consumption. Undoubtedly, one of the most difficult issues facing sustainability and preventing environmental deterioration is to change established behavioral patterns. The late adoption of sustainable products by customers shows that, despite growing knowledge of ecological challenges, "green" consumers remain a minority in society (Gleim et al., 2013).

- **(Yadav, 2016)** This study was about to investigate young consumers' intentions to buy green products in the setting of developing countries. They worked on the TPB expanded model. In the model, they have included extra elements like environmental knowledge and environmental concern. To test the theory, they employed SEM. Results demonstrated the efficacy of TPB in determining young customers' intentions to purchase green goods. Environmental Concern was found to be the most significant factor which influences consumers' purchase intention.

- **(Kautish and Rajesh, 2019)** This focus of the paper was on the interactions between the terminal and instrumental value orientations, two separate but related paradigms. Against the background of a value-attitude-behavior cognitive hierarchical framework, this study also focused on the implications of these value orientations on young consumers in a growing market's green attitude and green behavioral intentions for green products. To analyse the measurement and structural models with Smart PLS, partial least square structural equation modelling was performed using Anderson and Gerbing's two-step study methodology. The findings show that while functional value is always significant, it is not enough by itself to predict green consumer behaviour. The results show that one's level of environmental consciousness, which in turn greatly determines one's level of environmental behavioural intentions, is considerably influenced by both the terminal and instrumental values.

- **(Chen and Deng, 2016)** Impact as moderator of product knowledge on the association between independent variables and intentions towards green products, which was based on the TPB was studied. The independent variables were perceived behaviour control (PBC), subjective norms (SN), and green buying attitudes. The differences in the moderating effects of product knowledge for shopping goods and convenience items were then further examined. Through confirmatory factor analysis,

the study's scales were found to be reliable and valid, and 306 valid questionnaires were gathered. Through stepwise regression analysis, the hypotheses were examined. The study's findings demonstrated that the association between three independent factors and green buying intentions was significantly moderated by product knowledge.

- **(Francis and Sarangi, 2022)** This paper carried a detailed analysis on Indian Millennials consumers towards the sustainable products. The paper provides a theoretical foundation for Stern's (1999) "Value Belief Norm" hypothesis. The authors used exploratory factor analysis to expand the same to be used in the Indian context. To study the difference in the nature of consumer behavioral pattern, this paper divided Indian consumers into five broad categories including unwilling customers, rejecters, consumers in transition, mindful consumers, and aware consumers.

- **(Joshi and Rahman, 2015)** The paper was related to explore the factors which affect the green purchase behavior. They also focused on providing research directions to the marketers. The authors reviewed 53 empirical articles from 2000 to 2014 on green products and green consumer behavior. This analysis found a variety of common motivations, facilitators, and challenges preventing consumers from purchasing environmentally friendly goods. In contrast, environmental concerns (EC), product characteristics (PC), environmental awareness (EA), and subjective standards (SS) emerged as the main factors towards the green products consumption. High price, restricted availability, and a lack of consumer trust in green products seemed to be significant barriers to the purchase of green products.

- **(Sheoran and Kumar, 2020)** The study was done to explore and identify the basic barriers of sustainable consumer behavior, which led to non-adoption of sustainable products. The authors reviewed 128 articles over a period of 25 years, based on which 9 barriers were found. This article discusses important roadblocks to the adoption of environmentally friendly electrical products. Higher price, the attitude that there will be no environmental impact, little benefit to one's self-image, lower usage by friends and family, lack of awareness about the items, and other factors have emerged as potential barriers that require immediate consideration.

3. Description of Broad Area

3.1 Operational Definitions of Key Terms

3.1.1 Sustainable Fashion Products

Sustainable fashion products are goods or services that are designed, produced and used in a manner which have no harmful effect on society and environment throughout their lifecycle. They are made with the intention of addressing immediate demands while preserving the future needs of coming generation. In our study we are focusing on footwear, clothing, beauty and personal care products. These are the top searched sustainable fashion products. **(Statista 2021 report, iThink Logistics 2021 report, Times of India report 2023).**

3.2 Research Gap

- Various studies have been done in the area of green consumption and sustainability. As per our best knowledge, TPB with these new constructs has not been used in any study in India till now.

- Previous authors who worked on Indian consumers familiarity with respect to direct and indirect experience are very few.

- Post Covid 19, many studies have been done in the past on fashion sustainability but no study has talked about the fashion sustainability in context of Delhi as a part of fashion hub.

3.3 Theoretical Background

3.3.1 Sustainable Fashion Development

Sustainable fashion development concept seeks to balance and connect environmental protection, social advancement, and economic growth. There are some concepts related to sustainable development which are as follows:

- **Sustainable Development Goals (SDGs):** They make guidelines for sustainable development around the globe. A wide range of issues, including weather actions , poverty eradication, sustainable cities, clean energy, and responsible consumption and production (United Nations, 2015).
- **Triple Bottom Line:** It suggests that social and environmental factors are also considered in addition with economic factors under the sustainable development. It emphasizes the importance of balancing economic prosperity, social well-being, and environmental stewardship (Elkington, 1999).
- **Circular Economy:** The circular economy is a method for reducing resource consumption and waste creation that promotes the reuse, recycling, and regeneration of resources and products. According to the (Ellen MacArthur Foundation, 2013), it aims to disconnect economic growth from resource depletion and environmental damage.
- **Corporate Social Responsibility:** It refers to businessman's responsibility to operate in an ethical and sustainable manner. It involves integrating social and environmental considerations into business practices and decision-making (Carroll, 1999).

3.3.2 Sustainable Fashion Consumer Behavior

In the literature study on sustainable fashion consumer behaviour, there are different definitions that are provided. These definitions have a wide range of interpretations and components in them. Organic beauty items, recycling clothing, using energy-efficient appliances, making ethical investments, wearing organic cotton, utilising vegan bags, and other areas fall under sustainable fashion consumer behaviour. These initiatives and goods are the main subjects of the research on consumer behaviour related to sustainable fashion. Some authors believe that consumer decisions about daily consumption have a direct or indirect effect on the environment. Environmental concerns have also received top priority attention in the policy realm in context of environmental consumption (Jackson et al., 2005). Environmentally important consumer behaviour refers to this link between consumer conduct and the environment. According to Stern (1997), it refers to how human activity influences the composition and dynamics of ecosystems or the biosphere, as well as the quantity of resources that may be accessed from the environment. Stern (1997) made reference to practises like home trash pickup and forest clearing that either directly or indirectly change the ecosystem.

3.3.3 Antecedents Influencing Sustainable Behavior

A lot of articles have been published on pro-environmental consumer behaviour (PCB) and the factors affecting them. Factors which majorly influenced PCB can be divided into two categories: factors related to situations and factors related to individuals. Attitudes, values, and demographic characteristics are among the individual factors that affect consumers' behaviour and decision-making. Situational and contextual factors are connected to external factors that either favour or hinder the use of sustainable fashion (Kostadinova, 2016).

3.4 Sustainable Fashion Development in India

India being a developing country, trying to become a global leader in the area of sustainable consumption of fashion. Delhi has the highest fashion consumption in context of sustainability in India. India still faces a number of challenges in adopting circular fashion. There have been few researches in the past which focused on Indian consumers' sustainable fashion consumption. Although there is a lot of research papers on consumer behaviour (Muralidharan et al., 2015) and (Sharma and Kurani, 2004), less focus was put on sustainable fashion. Consumers were interviewed in various research studies. This study will focus on the crucial features of Indian consumers towards sustainable fashion products which will provide important policy insights to the future research scholars and managers of various companies.

3.5 Problem Statement

Although consumer support for sustainability policies and practices is growing, still there are some challenges to adopt sustainable fashion consumption. Consumers in Delhi are found to be the most conscious consumers in fashion sense. Designing fashion sustainability strategies for consumers requires a thorough understanding of the variables that affect consumer intentions and usage behaviour towards sustainable fashion items in a variety of areas such clothing, bags, watches, beauty products etc. Although (TPB) has been frequently used to investigate the acceptance and usage behaviour of sustainable fashion products, we have expanded the model in this study to include new constructs such as (EC), (PV), and consumer familiarity with the products (CF). Furthermore, the influence of these characteristics on (BI) Therefore, the stated problem in this proposed research study is to investigate the influence of functional aspects of customers, further characterized as (PI) and (WTPP) towards sustainable

fashion products, which still have to be explored in the Indian context. The goal of the study is to pinpoint the important variables that affect consumers' intentions and wish to pay extra for sustainable fashion products and to offer information to manufacturers, marketers, and service providers.

4. Objectives of The Study

1. To investigate the influence of environmental concern and product perceived value of Indian consumers on their intention to purchase the sustainable products.
2. To investigate the influence of environmental concern and product perceived value of Indian consumers on their willingness to pay premium price for the sustainable products.
3. To investigate the influence of consumers' familiarity with the products on purchase intention and willingness to pay a premium price in context of Indian consumers.
4. To study the intellectual structure of the research articles in sustainable fashion context.

5. Hypothesis of the Study

The hypothesis framed to test the above objectives are as follow:

Objective 1: To investigate the influence of environmental concern and product perceived value of Indian consumers on their intention to purchase the sustainable fashion products.

Environmental concern: Environmental concern refers to the degree of consumers' positive attitude to solve the environmental problems around them. Rausch and Kopplin (2021) found that both attitude and PI for sustainable fashion products can be positively influenced by EC. On the basis of the literature review, the below hypothesis is formed:

H1: Purchase intention is positively influenced by the environmental concern towards a sustainable fashion product.

Perceived Value: PV refers to the total assessment that consumers make of a product's utility based on what they are given and what they receive. It depends on delivery of the product, product characteristics, services, concern toward quality ,and price.

H2: Purchase intention is positively influenced by the perceived value of a sustainable fashion product.

Objective 2: To investigate the impact of environmental concern and product perceived value of Indian consumers on their willingness to pay premium price for the sustainable fashion products.

Even consumers who behave like to care about the environment may not act in favor of the environment while making a purchase because sustainable fashion products are more expensive than regular ones (Malik et al., 2017). (Yue et al., 2020) in the same manner, customers who thought a product's quality was good for its price were either willing to pay more for a sustainable version of the same item or not.

H3: Willingness to pay a premium price is positively influenced by the environmental concern towards a sustainable fashion product.

PV can also impact consumers' WTPP in sustainable fashion context. The more expensive cost of sustainable clothes can be explained by the usage of eco-friendly materials and manufacturing techniques.

H4: willingness to pay a premium price is positively influenced by the perceived value of a sustainable fashion product.

Objective 3: To investigate the influence of consumers' familiarity with the sustainable fashion products on purchase intention and willingness to pay a premium price in context of Indian consumers.

Consumer familiarity: The first thing in the process of buying a process includes the knowledge about the existence of the product. When researching how consumers make decisions, it is important to consider how their prior product knowledge affects their buying habits. Consumer familiarity in our study includes both indirect experience (IE) as well as direct experience (DE) related with the sustainable fashion products.

In our research IE with a sustainable fashion product means the knowledge about the product that it exists in the market. DE relates with the customer's previous purchase related to that sustainable fashion product. Both these experiences impact the purchase intention of buyers as we noticed in the literature review. On the basis of above information we framed the following hypothesis related to the consumer familiarity.

H5a: The purchase intention of customers for a sustainable fashion product is positively influenced by their indirect experience (knowing of the product's existence).

H5b: The purchase intention of customers for a sustainable fashion product is positively influenced by their direct experience (previous purchase of the product).

Product Familiarity: It may also have an impact on the consumer's willingness to pay higher for sustainable fashion products than traditional products. Numerous research on green consumption have revealed that people are willing to pay a higher price even if they have never purchased a specific green product but are aware of the product's existence and its attributes.

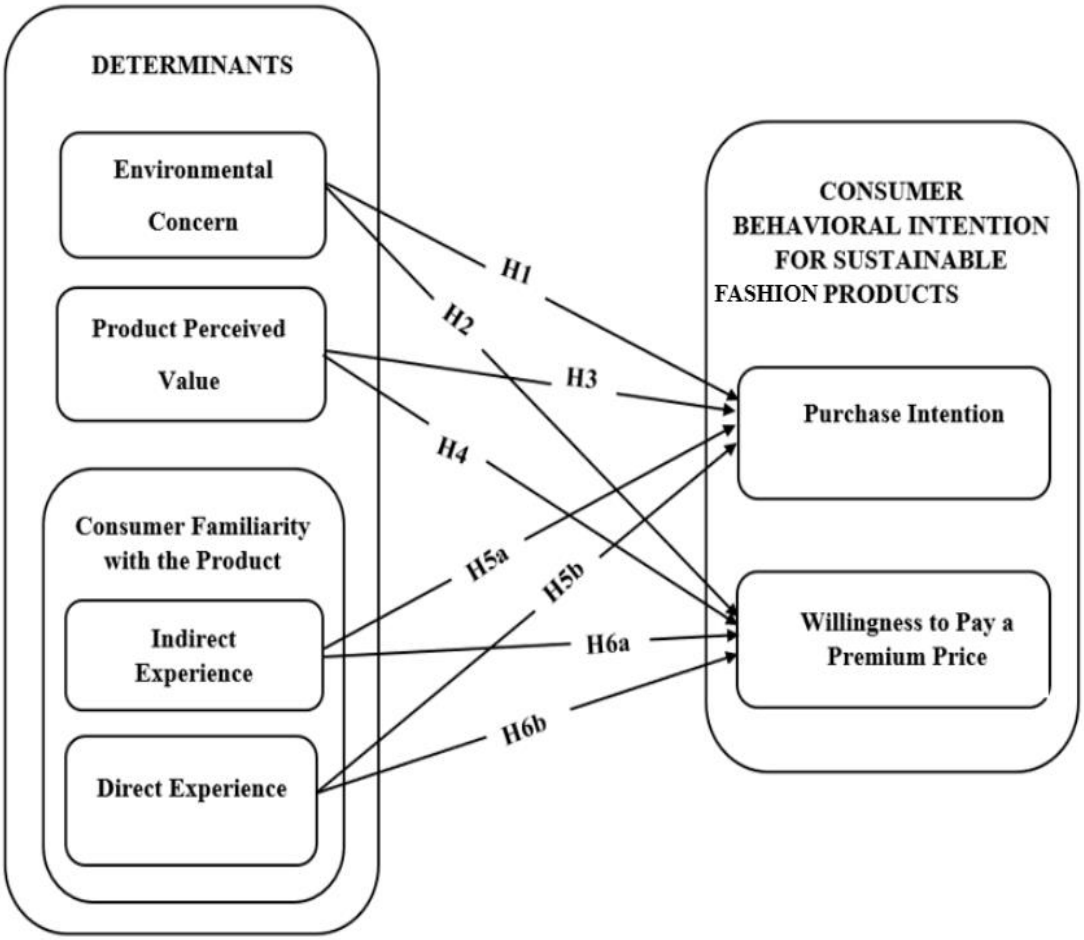
H6a: The willingness of customers to pay a higher price for a sustainable fashion product is positively influenced by their indirect experience (knowing of the product's existence).

H6b: The willingness of customers to pay a higher price for a sustainable fashion product is positively influenced by their direct experience (previous purchase of the product).

6. Research Model

6.1 Inclusion of Additional Constructs in TPB

Although, the TPB is works with three traditional constructs namely attitude, subjective norms (SN) and perceived behavioral control (PBC). (Ajzen, 1991) predicted that new constructs may be added to the TPB to make it more flexible. According to Rise et al. (2010), this can be used to study the changes in intention or behaviour. By including factors that assist researchers understand what motivates (or disincentives) sustainable fashion behaviour, TPB with new constructs can be used to examine a specific context, such as the consumption of sustainable fashion products (Brandao and da Costa, 2021) and (Stern, 2000). In our study, we mentioned three additional constructs in independent variables namely (EC), (PV), (CF) which explains by (IE) and (DE). In dependent variables (BI) is explained by (PI) and (WTPP).



7. Research Design and Methodology

7.1 Variable of the Study

- **Independent Variables**
    1. Environmental Concern
    2. Perceived Value of the Product
    3. Consumer Familiarity with the Product

        3.1 Indirect Experience

        3.2 Direct Experience

- **Dependent Variables**
    1. Consumer Behavioral Intention for Sustainable Fashion Products
        1.1 Purchase Intention
        1.2Willingness to Pay Premium Price

7.2 Quantitative Approach for Extended UTAUT2 Model

The literature already available on the adoption of sustainable fashion items and the effects of several factors on BI towards sustainable fashion products in Delhi served as a major source of inspiration for this study. The theories frequently used in the literature review were Theory of Reasoned Action (TRA) and (TPB), along with related studies and theories, to guide their investigation. To collect data, participants were asked to complete a two-part survey that first assessed their demographic information and then evaluated their BI towards sustainable products. Participants used a 7-point Likert scale to rate their responses, with 1 indicates strongly disagree and 7 indicates strongly agree behaviour of consumers.

7.3 Data Collection

Primary data will be used for data collection in our research work.

7.3.1 Primary Data

- Questionnaires
- Personal Interviews
- Sampling
- Online Interviews

7.4 Sample Selection

In studies of consumer behaviour, convenience sampling and snowball sampling were frequently utilised e.g., (Butt et al., 2017), (Jaiswal et al., 2021) , (Suki and Suki, 2009). Customers in Delhi will be sent final questionnaire online and offline and they will be asked

share it with their contacts via online platform such as WhatsApp, Instagram, Facebook and via emails between September 2023 and October 2023.

The sample for this research will be participants from college, universities, private companies in Delhi. In order to gather information from participants, this study blended methodologies and used a non-probability quota convenience sampling strategy. To qualify for participation, individuals had to meet specific criteria, including owning a smartphone, using the Internet for less than one year, and having used a tourism app at least once in the past year. Gender and age group were used as control parameters, with participants divided into four age groups: less than 25 years, 25 to 40 years, 40 to 60 years, and above 60 years.

7.5 Data Analysis

“To conduct statistical analysis and test the hypotheses, the researchers used structural equation modelling optimized by Amos 25. This technique was chosen because it is well-suited to calculating path estimates and modelling parameters under non-normal conditions, making it a widely accepted standard method for data analysis, particularly for large sample sizes. The analysis involved two stages: first, the researchers developed and evaluated the measurement model using confirmatory factor analysis (CFA); second, they developed a comprehensive structural equation model. This approach is consistent with the recommendations of Gerbing and Anderson (1988)."

8. Implications

8.1 Theoretical Implications

- This study first looks into the factors influencing customers' behavioural intentions with regard to sustainable fashion items by using the TPB.
- To further explain why consumer perceived value and environmental concern may be considered as elements driving pro-environmental activity, we also referred to other theories, such as TRA. We believe that this is the first study to look at how customer familiarity with direct and indirect experiences affects consumers' behavioural intentions in Delhi.

- This is one of the few studies that has looked at how consumer familiarity affects willingness to pay more for green products. Also included are two customer familiarity aspects (indirect and direct contacts). Both buy intent and willingness to pay extra are simultaneously considered in the results. Customers' sociodemographic characteristics for the product class are also included as control variables for the model (in terms of the weights given to certain elements).

8.2 Managerial Implications

- This study may lead managers to believe that in order to continue their product offers, businesses need thoroughly discover and assess all available design possibilities.

- Clearly explain to customers the sustainable aspects of their products, either through advertising or by including comprehensive information on labels or packaging.

- Moreover, businesses should undertake a thorough marketing analysis to understand how customers will react before launching the usage of novel eco-friendly materials in each category of products.

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Title: A study on Antecedents Behind Consumer Behavior Retention Towards Sustainable Fashion Products in Delhi

Researcher: MONA SHARMA

Registration Number : MRUMCDN012K21048

Supervisor: Dr. Yogita Sharma

Department: Management & Commerce

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A Study on Antecedents Behind Consumer Behavioral Intention Towards Sustainable Fashion Products in Delhi

SHORT SYNOPSIS

by

Mona Sharma
MRUMCDN012K210048

Under the supervision of

Dr. Yogita Sharma
Co-supervision of

Dr. Priyanka Chadha

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ABSTRACT

Our earth is under massive stress due to various hazardous activities which are under the process of production and consumption. Also, due to the current level of consumption has led to evolution of sustainability needs in our society. Therefore, the need of the hour is to promote sustainable fashion consumption by Indian consumers. After COVID-19 pandemic also, consumers are now more aware about the protection of our earth. Therefore, this study is based on exploring and examining the drivers behind the intention to adopt sustainable fashion products in context to Indian Consumers.

The research aims to identify the antecedents that have an influence on behavioral intention of consumers when using sustainable fashion products. Theory of Planned Behavior (TPB) is the base theory applied in our research. To achieve this goal, an empirical study is conducted using a survey of 500 sustainable product users in India. The study findings are expected to provide insights into policies, strategies, and methods of producing sustainable fashion products. This

study adds to the literature on product adoption and usage behaviour and has practical implications for the sustainable fashion development companies in India. Several factors influence the adoption and intention to use sustainable products, including the product's perceived value, consumers' familiarity with the products and how much they are more conscious towards the environment. Users usually like to adopt and intend to use sustainable fashion product if they perceive it to be useful, if they believe it provides value, if the concerned about the environment and if they are familiar with product prevailing the market. By keeping in mind these factors that are important to users and addressing their concerns, sustainable fashion products developers can increase the likelihood of adoption and use. This can have significant implications for the sustainable industry especially in clothing and other eco-friendly products, as it can lead to increased revenues and better experiences for various companies, marketers, consumers, and society as well.

Keywords: Sustainable fashion Products, India, Behavioral Intention, TPB, Environmental Concern, Product Perceived Value, Consumer Familiarity, Direct Experience, Indirect Experience, Willingness to Pay premium Price.

1. Introduction

1.1 Background of The Study

The Sustainable Development Goals (SDGs) were approved by the UN member states at the historic Sustainable Development Summit in 2015 as a means of moving towards sustainability. SDG 12 mentions responsible consumption and production, among other things, aiming to transform the current consumer behaviour pattern and structure into a more sustainable one. Target 12.8 of Goal 12 of the SDGs places particular emphasis on disseminating pertinent knowledge and raising awareness of sustainability and environmentally friendly lifestyles. Similar stated objectives for ensuring sustainable manufacturing are found in SDG 12. For instance, Target 12.6 speaks of "encouraging businesses, particularly large and multinational ones, to adopt sustainable business practises and to integrate sustainability information into their reporting cycles."

The fast fashion has resulted into many environmental issues (Claudio, 2007; Gam & Banning, 2011). Firstly, abundance of resources are required to produce fashion products. Secondly,

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